

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: TEREBILO, Yakir
Serial No.:
Filed: Concurrently Herewith
Title: Massive role-playing games or other multiplayer games system and
method using cellular phone or device
Attorney Docket: 952/1
Confirmation No.:

POWER OF ATTORNEY

The individual attorney Bruce E. Lilling (Reg. No. 27,656) and the Patent Agent Sean Liam Kelleher (Reg. No. 54,212) are hereby appointed as the attorney and agent to prosecute the above-identified application and to transact all business in the United States Patent and Trademark Office in connection therewith. Further, the undersigned hereby authorize the U.S. Attorney and agent to accept and follow instructions from the Israeli patent firm Appelfeld - Zer, 29 Lilinbaum St, Tel Aviv 65133 Israel, as to any action to be taken in the U.S. Patent & Trademark Office regarding this application without direct communications between said U.S. Attorney and the undersigned, and that the undersigned understands that, if there should be a conflict between the undersigned and Appelfeld - Zer, that the U.S. Attorney is the attorney for and represents Appelfeld - Zer and is to follow the instructions of Appelfeld - Zer and will have no liability for doing so.

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Respectfully submitted,

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Signed: [Signature] Dated: 03-09-2006

And For

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Signed: Insignia Systems Ltd. Dated: 03-09-2006
מס' חשבונית: 787